

ADFEST 2021 ENTRIES LIST

**BRAND
EXPERIENCE
LOTUS**

CATEGORY BE01: USE OF GUERRILLA MARKETING

NO ENTRY

CATEGORY BE02: USE OF LIVE SHOWS/CONCERTS/FESTIVALS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE02/001	ASAHI SUPER DRY VIRTUAL BAR	SUPER DRY	HAKUHODO I-STUDIO INC.	TOKYO
BE02/002	PILLOWS ARE FOR FIGHTING	CITY PROMOTION (PILLOW FIGHT)	FACT	TOKYO
BE02/003	TOKYO GAME SHOW 2020 ONLINE REDEFINES CONVENTIONS AND LIVE COMMERCE.	TOKYO GAME SHOW 2020 ONLINE	DENTSU INC.	TOKYO
BE02/004	LIVE STREAMED #WITHGALAXY	SAMSUNG MOBILE	CHEIL WORLDWIDE	SEOUL
BE02/005	JANKEN GLICO 2020 REMOTE	GLICO	DENTSU LIVE INC.	TOKYO

CATEGORY BE03: EXHIBITIONS AND INSTALLATIONS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE03/001	HALF PIANO	HUAWEI DEVICE CO., LTD.	BEIJING CREATIVE & INTERACTIVE DIGITAL TECHNOLOGY COMPANY LIMITED	BEIJING
BE03/002	FORGOTTEN CORNERS OF THE WORLD - MICRO ART EXHIBITION	WORLD VISION TAIWAN	WUNDERMAN THOMPSON TAIPEI	TAIPEI
BE03/003	KIA AUTO EXPO	KIA MOTORS INDIA	ISOBAR INDIA	MUMBAI

CATEGORY BE04: USE OF AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE04/001	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL
BE04/002	SAFE SALE	EMART	CHEIL WORLDWIDE	SEOUL

CATEGORY BE05: USE OF AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE05/001	TRUE KING LISTENS	BURGERKING JAPAN	DAIKO & DAIKO WEDO	TOKYO

CATEGORY BE06: MERCHANDISING/IN-STORE EXPERIENCE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE06/001	THE GALACTIC BOTTLES	COCA-COLA	OGILVY MALAYSIA	KUALA LUMPUR
BE06/002	MEMORIES FOREVER	NTT DOCOMO	ADK CREATIVE ONE	TOKYO
BE06/003	SHISEIDO GLOBAL FLAGSHIP STORE	SHISEIDO	SHISEIDO	TOKYO
BE06/004	RE:TEXTILE BY WWF	WWF	INNOCEAN WORLDWIDE	SEOUL
BE06/005	FROZEN COMICS	ITACHOCO ICE	ORICOM CO.,LTD.	TOKYO
BE06/006	SAVEBOARD PROJECT	QUIKSILVER	HAKUHODO INTERNATIONAL THAILAND	BANGKOK
BE06/007	SHIRO SELF	SHIRO	HAKUHODO MAGNET INC.	TOKYO
BE06/008	LIGHT SAVER	EMART	CHEIL WORLDWIDE	SEOUL

CATEGORY BE07: LAUNCH/RE-LAUNCH

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE07/001	PILLOWS ARE FOR FIGHTING	CITY PROMOTION (PILLOW FIGHT)	FACT	TOKYO
BE07/002	SHOW MY WORK	TENCENT VOOV MEETING	TENCENT	SHENZHEN
BE07/003	ENJOY THE HEALTHY YOU LOVE	ZESPRI KIWIFRUIT	DENTSU INC	TOKYO
BE07/004	TRUE KING LISTENS	BURGERKING JAPAN	DAIKO & DAIKO WEDO	TOKYO
BE07/005	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO
BE07/006	POCKY THE GIFT	POCKY THE GIFT	DENTSU INC.	TOKYO
BE07/007	IYEMON STRIPPED	IYEMON	HAKUHODO INC.	TOKYO
BE07/008	READY-TO-GO UNIFORMS	WACOAL	WUNDERMAN THOMPSON THAILAND	BANGKOK

CATEGORY BE08: USE OF COMPETITIONS & PROMOTIONAL GAMES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE08/001	UJI CITY UJI TEA AND THE TALE OF GENJI TOWN	UJI CITY	DENTSU INC.	OSAKA
BE08/002	VENDING MACHINES BECOME HOTSPOTS	DRAGON QUEST WALK	DENTSU INC.	TOKYO
BE08/003	CHECKUP CHAMPIONSHIP	HAKUHODO DY HOLDINGS INC./ THE UNIVERSITY OF TOKYO / NATIONAL INSTITUTE OF ADVANCED INDUSTRIAL SCIENCE AND TECHNOLOGY	HAKUHODO KETTLE INC.	TOKYO
BE08/004	HIDE & SEEK	TENCENT MEDIPIEDIA APP	TENCENT	SHENZHEN
BE08/005	POCKY K.O.	POCKY	HAKUHODO INC.	TOKYO

CATEGORY BE09: SPONSORSHIP & BRAND PARTNERSHIP

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE09/001	THE GALACTIC BOTTLES	COCA-COLA	OGILVY MALAYSIA	KUALA LUMPUR
BE09/002	300 YEARS CLOSET	DAIMARU MATSUZAKAYA DEPARTMENT STORE	DENTSU INC.	TOKYO

CATEGORY BE10: USE OF FILM & AUDIO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE10/001	U.F.O. TIME REWIND	NISSIN YAKISOBA U.F.O.	DENTSU INC.	TOKYO
BE10/002	RED RESTAURANTS DRIVE	TV TOKYO	HAKUHODO KETTLE INC.	TOKYO
BE10/003	UNEXPLORED RADIO STUDIO	RANGE ROVER	FACT	TOKYO
BE10/004	ONLY MEN KNOW MEN THE BEST	ULOS	HAKUHODO HONG KONG LTD.	HONG KONG
BE10/005	POOJA DIDI	FACEBOOK	TAPROOT DENTSU	MUMBAI
BE10/006	UNDRUNKEN MASTER	THAI HEALTH PROMOTION FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK

CATEGORY BE11: USE OF PRINT OR CONVENTIONAL OUTDOOR

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE11/001	CAT PHOTOGENIC TIMES	YELLOW HAT	YOMIKO CREATIVE STUDIO INC	TOKYO
BE11/002	WAGYU NEWSPAPER	WAGYU (JAPANESE BEEF)	DENTSU INC.	TOKYO
BE11/003	#CLOSETHEGAP	SHE RADIO 99.6FM	HAKUHODO INDONESIA	JAKARTA
BE11/004	CANCEL CORONA	FREE PRESS JOURNAL	TAPROOT DENTSU	MUMBAI
BE11/005	BONDS OUT NOW	BONDS	LEO BURNETT SYDNEY	SYDNEY
BE11/006	SEE YOU & THANK YOU	BURGERKING JAPAN	DAIKO & DAIKO WEDO	TOKYO

CATEGORY BE12: USE OF MOBILE & DEVICES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE12/001	SPOILER BLOCKER	SKY PERFECTV! ON-DEMAND	DENTSU DIGITAL INC.	TOKYO
BE12/002	ASMR-LIKE PINO	PINO	DENTSU INC.	TOKYO
BE12/003	#CLOSETHEGAP	SHE RADIO 99.6FM	HAKUHODO INDONESIA	JAKARTA
BE12/004	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL
BE12/005	THE SECRET SUPPORTER	DUTCH MILL	CJ WORX	BANGKOK
BE12/006	MOONMENTS	WECHAT/THE GREAT WALL	TENCENT	SHENZHEN
BE12/007	SHIRO SELF	SHIRO	HAKUHODO MAGNET INC.	TOKYO
BE12/008	THE PERPETUAL FASHION WEEK	LAZADA	PANTAREI	JAKARTA
BE12/009	KIA AUTO EXPO	KIA MOTORS INDIA	ISOBAR INDIA	MUMBAI
BE12/010	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND	BANGKOK

CATEGORY BE13: DIGITAL INSTALLATIONS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE13/001	POLA VOICE MAKEUP SPHERES	POLA INC	HAKUTEN CORPORATION	TOKYO

CATEGORY BE14: USE OF DIGITAL & SOCIAL PLATFORMS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE14/001	47 APOCALYPTIC SCENES	WWF JAPAN	ADK CREATIVE ONE	TOKYO
BE14/002	SOCIAL MEDIA WITHOUT HUMAN - "UNDER WORLD"	SWORD ART ONLINE ALICIZATION LYCORIS	DENTSU INC.	TOKYO
BE14/003	STRESS-INDUCING TIMER	CHICKEN RAMEN AKUMA NO KIMURA	DENTSU INC.	TOKYO
BE14/004	DIFFERENT CITIES, SAME COCA-COLA	COCA-COLA	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
BE14/005	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL
BE14/006	THE SECRET SUPPORTER	DUTCH MILL	CJ WORX	BANGKOK
BE14/007	MICRO UNIVERSE	TENCENT WE SUMMIT	TENCENT	SHENZHEN
BE14/008	UNLIMITED REALITY	GHOST IN THE SHELL	GEOMETRY OGILVY JAPAN	TOKYO
BE14/009	PLAY NZ	TOURISM NEW ZEALAND	TBWA	SYDNEY
BE14/010	NUTRITION FOR HACKERS!	CALORIEMATE	HAKUHODO INC.	TOKYO
BE14/011	NEW INVESTMENT SERVICE FOR MILLENNIALS: NIKKO FROGGY	NIKKO FROGGY	SIX INC.	TOKYO
BE14/012	A CIPHERED RELEASE OF MUSIC VIDEO : STRAY SHEEP CODE	KENSHI YONEZU	SIX INC.	TOKYO

CATEGORY BE15: TOUCHPOINT TECHNOLOGY & TECH-LED BRAND EXPERIENCE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE15/001	THE GALACTIC BOTTLES	COCA-COLA	OGILVY MALAYSIA	KUALA LUMPUR
BE15/002	SECOND FIRST STEPS H-MEX : HYUNDAI WEARABLE ROBOT)	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
BE15/003	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL
BE15/004	MOONMENTS	WECHAT/THE GREAT WALL	TENCENT	SHENZHEN
BE15/005	LIGHT SAVER	EMART	CHEIL WORLDWIDE	SEOUL
BE15/006	CARING ABOUT YOU	KT	CHEIL WORLDWIDE	SEOUL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE15/007	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO
BE15/008	UNFORGETTABLE CHINESE NEW YEAR	MAXIS	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR

CATEGORY BE16: INTEGRATED BRAND EXPERIENCE CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE16/001	CHIEF FUTURE OFFICER	EUGLENA CO., LTD.	DENTSU INC.	TOKYO
BE16/002	#CLOSETHEGAP	SHE RADIO 99.6FM	HAKUHODO INDONESIA	JAKARTA
BE16/003	ONLY MEN KNOW MEN THE BEST	ULOS	HAKUHODO HONG KONG LTD.	HONG KONG
BE16/004	SUPER ANIMAL FUR	VEGAN TIGER	INNOCEAN WORLDWIDE	SEOUL
BE16/005	DIFFERENT CITIES, SAME COCA-COLA	COCA-COLA	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
BE16/006	SAVEBOARD PROJECT	QUIKSILVER	HAKUHODO INTERNATIONAL THAILAND	BANGKOK
BE16/007	MICRO UNIVERSE	TENCENT WE SUMMIT	TENCENT	SHENZHEN
BE16/008	JANKEN GLICO 2020 REMOTE	GLICO	DENTSU LIVE INC.	TOKYO

CATEGORY BE17: RESILIENCE THROUGH CREATIVITY *NEW**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE17/001	REVIVAL OF MOSQUITO - KINKAN	KINKAN NOIR	TOKYU AGENCY INC.	TOKYO
BE17/002	THA SMALL TALK MACHINE	CRAFT BOSS	YOMIKO CREATIVE STUDIO INC	TOKYO
BE17/003	WAGYU NEWSPAPER	WAGYU (JAPANESE BEEF)	DENTSU INC.	TOKYO
BE17/004	STRESS-INDUCING TIMER	CHICKEN RAMEN AKUMA NO KIMURA	DENTSU INC.	TOKYO
BE17/005	EMERGENCY EEL EXHIBITION	SUMIDA AQUARIUM	DENTSU INC.	TOKYO
BE17/006	RED RESTAURANTS DRIVE	TV TOKYO	HAKUHODO KETTLE INC.	TOKYO
BE17/007	SAY POCKY PROJECT2020	POCKY	HAKUHODO INC.	OSAKA
BE17/008	GYM IT YOURSELF	GOLD'S GYM	LUP JAKARTA	JAKARTA
BE17/009	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL
BE17/010	CANCEL CORONA	FREE PRESS JOURNAL	TAPROOT DENTSU	MUMBAI

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE17/011	BEYOND DISTANCE	SPHERICAL DRONE DISPLAY	KAKEZAN INC.	TOKYO
BE17/012	SANGSOM PORTFUNLIO	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
BE17/013	LIGHT SAVER	EMART	CHEIL WORLDWIDE	SEOUL
BE17/014	KIWIFRUIT CARE PACKAGE	ZESPRI KIWIFRUIT	DENTSU INC.	TOKYO
BE17/015	THE SHOW OF HEARTS	LAZADA	PANTAREI	JAKARTA
BE17/016	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO

CATEGORY LRBE: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRBE/001	BAMBOO SWEETS	LIFULL	PEAK INC.	TOKYO
LRBE/002	DICTIONARY OF IDENTITY	NTT DOCOMO	ADK CREATIVE ONE	TOKYO